

## Appendix B

- \* Jeff Zucker, "Intellectual Property Protection as the Cornerstone of Economic Growth," Vital Speeches of the Day, 73, No.12 (December 2007), 527-530.

"dangerous drift toward...commerce hopelessly polluted by counterfeit and pirated goods" (p.527, col.2)

- \* Ed Treleven, "Cracking Down on Music Theft: Recording industry gets very aggressive," Wisconsin State Journal, 4 February 2007, pp. A1 & A4-A5.

"The rate of growth in music file sharing is nothing like what it was three or four years ago," Garland said... The number of illegally downloaded music files...continues to far outstrip the number of legally purchased downloads from services like Apple's iTunes." (p.A5, col.4)

"...Eric Garland, CEO of Big Champagne, a Beverly Hills Calif., Nielson partner that tracks online media." p.A5, col.3)

- \* David H. Freedman, "Relax. Let your guard down: Why patents, trademarks, and other intellectual property protections are bad — that's right, bad — for business," Inc. Magazine, August 2006, pp.109-111.

"...of course, there are some situations in which IP aggressiveness may be reasonable and even essential...." Perhaps the blockbuster movie business, where piracy makes it more difficult to recoup the \$150 million or so needed to go into the black on big-budget films." (p.111, cols.1 & 2)

- \* Ted C. Fishman, "America's Most Innovative Industries are being Robbed Every Day on the Floors of Chinese Factories: Here's How to Make It Stop," Inc. Magazine, June 2006, pp.99-102.

"A new regime that certified imported goods as "IP Compliant," and restricted goods that were not compliant, would have dramatic effects." (p.102, col.2)

- \* Richard D. Parsons, "Driving Success in the Digital Age: Technology and Globalization," Vital Speeches of the Day, 72, No.6 (January 1, 2006), 174-177.

"...copies can be made perfectly...rendered perfectly..." (p.176, col.2)

Appendix B (continued)

- \* Rob Simmons, "'Gung Ho': United States Relationship with China," Vital Speeches of the Day, 72 (December 1, 2005), 126-128.

"How do we deal with counterfeit products and intellectual property rights?" (p.127, col.2)

"...I think we are dedicated to the idea of working together." (p.128, col.2)

- \* Ronald Berenbeim, "Present at the Creation: Inventing Business Ethics," Vital Speeches of the Day, 72 (October 15, 2005), 22-24.

"...You will agree that...[globalization] is unlikely to achieve its full promise without the harmonization of laws and regulations with respect to many aspects of business practice..." (p.23, col.1)